



# City of Beaverton

4755 SW Griffith Drive, P.O. Box 4755, Beaverton, OR 97076  
Code Services Program, (503) 526-2270

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"Business Signs" Video Infomercial  
George Fetzner, Code Services Manager

## **SUBJECT:**

Educational video on "Business Signs" for broadcast on cable TV.

## **LENGTH:**

8 minutes

## **INTRODUCTION:**

Introductory studio shot of host, Brian Strohl of the Code Services Program with Laura Kelly of the city's Community Development Department.

Maintaining a high-quality visual environment invites shoppers to Beaverton and

- makes it easier for customers to find businesses
- improves the safety of motorists and pedestrians.

1. Signs exempt from sign code. In this segment, examples of the exempt signs will roll:

- Traffic control and public utility warning signs.
- Directional and informational signs in parking lots.
- Signs not visible for the public roadway

2. Signs for which no permit is required. In this segment, examples of the signs will roll:

- Construction project signs – 32 sq. ft., double sided, no more than 8' tall.
- Garage sale signs – allowed in residential zones, maximum of four square feet.
- Window signs – no more than 20% of interior window area.
- Flags – two noncommercial
- Real Estate "For Sale" signs allowed on private property.
- Multi-Family units "For Rent" only two signs up to four sq. ft. each are allowed.

4. Lead-in to topic for signs allowed with a permit. In this segment, examples of the exempt signs will roll:

- Freestanding signs.
- Wall signs.
- Changeable copy signs.
- Special Event signs

- Projecting Sign and Awning.
- Time and Temperature Signs

## **FREQUENTLY ASKED QUESTIONS**

Back to studio interviews of talent answering these questions:

1. How does one get a sign permit?
2. What does a permit cost?
3. How long does it take to apply for a permit?
4. How long does it take the city to process a sign permit application?
5. What is the procedure for approving a sign permit application?  
Video shows signs at local businesses, some attractive and effective, others cluttered and unsightly. Cut to studio interview of staff talking about Beaverton's sign code
  - The importance of a high-quality visual appearance in the community.
  - How fewer, high-quality signs:
    - Mean a less-cluttered look
    - Make it easier for customers to find the business they are looking for
    - Improves the safety of motorists and pedestrians.

## **CONCLUSION**

- How fewer, high-quality signs:
  - Mean a less-cluttered look
  - Make it easier for customers to find the business they are looking for
  - Improves the safety of motorists and pedestrians.
- The importance of a high-quality visual appearance in the community.